

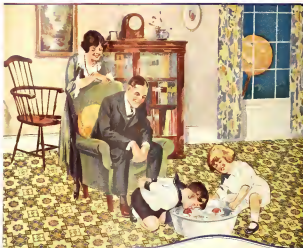
MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

OCTOBER
15th



DOMINION LINOLEUM



The Floor That Pleases All

HOW important that floors to addate and please true beauty, sturdiness, should be well and carefully chosen? And when this is done, there is no question as to the delight that comes to every member of the household—mother and child, sister and brother are bound to be happy.

Just this is a good time to choose your new floor covering for the fall and winter months. You can make no better choice than that of DOMINION Linoleum, a floor that is pleasing to the eye and comfortable to walk on. You can buy the exact pattern needed for your home—just the one needed to cover the floor in one piece, without crack or crease. Or, if you prefer a rug, there is a pattern and size to suit your needs.

Your local merchant will tell you the cost—the modest price will prove an agreeable surprise.

Choose your new DOMINION Linoleum Floor NOW.
Look for the Strong Startup Rock When Buying.



Effecto
AUTO
FINISHES

You can do it. Just open a can of Effecto Auto Enamel and go ahead. Effecto is the original auto enamel—quick-drying, free-flowing and self-leveling. It wears longer than the finish on most new cars. Made in eight snappy colors.

Pratt & Lambert's new Product is made in Canada by the Pratt & Lambert Co., Ltd., Toronto, Ont.

Authorized U.S. Distributors: J. L. B. Co.

Pratt & Lambert Inc., 3414 Avenue of the Americas, New York, N.Y.



PRATT & LAMBERT
VARNISH PRODUCTS



Exide

MADE IN CANADA
BATTERIES

Starting October 15th, the cost to you of the famous Exide Battery for your car will be materially reduced. The comparison of old and new prices shown on the opposite page will give an idea of the extent of these reductions.



RADIO

We have a new line of Radio A and B Batteries at greatly reduced prices. Try an Exide Radio Battery on your radio set. You will be surprised at the difference in sound in the clearness of reception.

At Lower Prices! An Announcement of Interest to Every Automobile Owner

CAR	TYPE	OLD	NEW
Ford and Chevrolet 450	6 volt, 12 Plate	\$25.50	\$18.70
Ford, Chevrolet 450, Durant 4, Essex, Gray-Dart 4, Maxwell, McLaughlin-Bush 4, Overland, Star, and others	6 volt, 13 Plate	34.00	23.35
Durant 6, Hudson, Hupmobile, McLaughlin-Bush 6, Rex, Studebaker, and others	6 volt, 15 Plate	40.80	27.95
Dodge, Franklin, Maxwell, and others	12 volt, 8 Plate	47.60	34.15

F.O.B. Factory, Toronto

These lower prices have been made possible through the adoption of certain changes in manufacturing methods by the manufacturer, based on the present day requirements of car owners.

The quality of the Exide Battery remains unchanged. It is the same as that which has brought world-wide acceptance of the Exide as the standard storage battery.

The new low prices put the Exide within reach of any car owner who wants the comfort and satisfaction of driving with the rugged, long-life Exide Battery.

EXIDE BATTERIES OF CANADA, LIMITED, TORONTO



THE LONG-LIFE BATTERY FOR YOUR CAR



"GUTTA PERCHA" CORD TIRES

Are the means to an end of tire trouble

They Satisfy the most exacting motorist

GUTTA PERCHA A RUBBER LIQUID

MADE IN CANADA

TORONTO

Is He One of Those Otherwise Respectable Men

...wasn't possible for the loss of his identity who doesn't know what happens to his wife? who will not accept responsibility for his debts?

In other words

Is he a man without insurance?

IF SO HE IS IN A DANGEROUS STATE. HE SHOULD CONSULT A SPECIALIST

Is that man good?

The London Life will help you to answer questions, often only asked at the last moment. See this woman again who is now based after

The **London Life** Insurance Company

Policies "Good as Gold"

HEAD OFFICES: LONDON, CANADA

Agencies in all principal cities

Agricultural Problems First

by our Economic Conference

What Canada's Exporters' Needs in a Broad Way

STANDARD TIRE

CONSIDERATION of agricultural problems is one of the first things that a representative of the British Dominion is likely to do in the only country to a continent of nations. The American representative of the London Life Insurance Company, Mr. J. H. Brown, is the first of the British Dominion's representatives to visit the United States. He is the first of the British Dominion's representatives to visit the United States. He is the first of the British Dominion's representatives to visit the United States.

MURINE

To Retain those Eyes of Youth

Murine will do much to preserve and improve the eyes and because of this it is the most effective eye treatment in the world. It is the only eye treatment that is safe and effective. It is the only eye treatment that is safe and effective.

BURNS

Mineral Dress and the...
Packed in Attractive Pouches and Traced from M to U

For the Plastic, Metal, Rubber and Shanty

Standard Rubber Set - Aluminum Handles

PACKED IN ATTRACTIVE POUCHES AND TRACED FROM M TO U

If your shoes need a supply, don't waste time

THE BOECKH COMPANY, Ltd.

1000-1001

MWARD'S

KING OF PAIN LINIMENT

Free Trial Forget Gray Hair

How I Got Rid of My Gray Hair

...the only way to get rid of gray hair is to use Mward's King of Pain Liniment. It is the only way to get rid of gray hair is to use Mward's King of Pain Liniment. It is the only way to get rid of gray hair is to use Mward's King of Pain Liniment.



They Will Be Delighted with a Xmas Gift of

HI-GEN-IC TOILET BRUSHES

For the Plastic, Metal, Rubber and Shanty

Standard Rubber Set - Aluminum Handles

PACKED IN ATTRACTIVE POUCHES AND TRACED FROM M TO U

If your shoes need a supply, don't waste time

THE BOECKH COMPANY, Ltd.

1000-1001

REAL IRISH LINEN

...the only way to get rid of gray hair is to use Mward's King of Pain Liniment. It is the only way to get rid of gray hair is to use Mward's King of Pain Liniment. It is the only way to get rid of gray hair is to use Mward's King of Pain Liniment.



You Can Ride In Comfort On The Coldest Day

EVEN in a raging blizzard—with the temperature down to zero—means the car that's Perfection Heater equipped passengers are always snug and comfortable. A Perfection Heater costs nothing to operate because it uses the exhaust heat which is otherwise wasted. The heater is easily recharged in a steam radiator in your home.

Every Perfection Heater is second and guaranteed free from leaks, no gas and any other imperfections which might mean an unsafe or noisy operation.

These manufacturers produce perfect, efficient, safe, cheap, portable heaters. They are the only heaters that are safe, efficient, and cheap.

Perfection Heaters are available in a wide range of sizes and capacities. They are the only heaters that are safe, efficient, and cheap.

Perfection Minor Car Heaters

Richards-Wilco Canadian Co., Ltd.

London, Ontario

...the only way to get rid of gray hair is to use Mward's King of Pain Liniment. It is the only way to get rid of gray hair is to use Mward's King of Pain Liniment. It is the only way to get rid of gray hair is to use Mward's King of Pain Liniment.

Scarlet Sins

Estimated from 1990

Toast them—Butter them

PERFECT GRAINS light, and
front.²

* Toast them, serve them with melted butter, salt them, and you have the ideal dish for children: hungry, after school. Fried turnips are much better for them than potatoes and will not upset them for the rest of the day.

Puffed Rice and Puffed Wheat supply whole-grain nutrition in a thoroughly delicious and easily digestible form. Give these puffed delights to your children often, and at plenty. With milk, they are the best of all breakfast choices—they are a splendid hot-time drink. Serve them with sliced fruits, too. Keep a liberal supply of both kinds on hand.

Valid for domestic residents

Quaker Puffed Rice Quaker Puffed Wheat

¹ conducted at the Smelter Mills, Fort Snare and Redstone.

No Woman
Need Go Without
Those Luxuries
Which So Add To
Her Pleasure

Are You Long For Pretty Clothes?

*Is There Anything You are
Selling Yourself On Account*

There's An Easy Way To Earn Them All

CLIP AND MAIL THIS COUPON TODAY

Agency: National MacLaren MacLaren
 100 University Avenue Toronto, ON M5S 1A5

1000

Deafness

[illegible]

MAKE MONEY AT HOME

[illegible]

INTERNAL, PORTABLE AND



Illustration of a man in a suit standing next to a large, ornate safe or cabinet.

1000

The Patterson Limit

many patients are so sensitive about sexual life that they are often reluctant to be interviewed by a physician by all those who enter their lives. The book emphasizes and treats in detail:

- The possibilities for sexuality in a marriage.
- The importance of being honest and being free to talk to a doctor without any shame or embarrassment.
- The importance of being able to discuss sexual problems with a doctor.
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- The importance of being able to discuss sexual problems with a doctor.

It is a book that every man and woman should read. It is a book that every man and woman should read. It is a book that every man and woman should read.

From England's West Country

Choose clothes made of Fox Woolen Fabrics if you want sound wear. The Fox mark, on the reverse of the cloth, or on labels in garments, tells you that the good woollen fabric was made in England, in Somersetshire.

It guarantees that the fabric is of pure wool throughout, and that it will give good wear at head and sea. A free replacement length of similar cloth will be issued should any Fox Woolen Fabric shrink or fade.

There is a Fox Woolen Fabric for you at the right price, and, be assured, it is the best of its kind. It carries a reputation dating back to 1845.

FOX
WOOLLEN FABRICS

[illegible]

3 Piquant Ingersoll Dainties

Fads in all of these appetizing specialties are bound to come in the future, and in the meantime, the dainties of Ingersoll's Cream Cheese are the cream of the city. They are served with efficiency in which makes them a success of which we are proud.

Tomato and Cheese Macaroni

1. This is a very popular specialty. It is made with the finest macaroni, tomato sauce, and cheese. It is served with a garnish of parsley.

Stuffed Potato

2. This is a very popular specialty. It is made with the finest potatoes, stuffed with a mixture of meat, cheese, and vegetables. It is served with a garnish of parsley.

Macaroni and Cheese Croquette

3. This is a very popular specialty. It is made with the finest macaroni, cheese, and meat. It is served with a garnish of parsley.

These are the three piquant specialties of Ingersoll's Cream Cheese. They are served with efficiency in which makes them a success of which we are proud.

Ingersoll's Cream Cheese is a specialty of which we are proud. It is served with efficiency in which makes it a success of which we are proud.

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MERLE FOSTER CREATES ART OUT OF MUD, AND HER SISTER MAKES IT PAY

Banner Anniversary Makes Complete Gift of the Other and Both Girls Live and Work in Happy Union in Toronto's "Greenwich Village"

By DOROTHY G. BELL

MERLE FOSTER had been asked to attend a party when she arrived on time. She had a gift for the party, a small box of mud. She had been told that the mud was a gift from the earth, and she had been told that the mud was a gift from the earth.

There was no surprise. The mud was a gift from the earth, and she had been told that the mud was a gift from the earth. She had been told that the mud was a gift from the earth, and she had been told that the mud was a gift from the earth.

She was to be married in the next few days, and she had been told that the mud was a gift from the earth. She had been told that the mud was a gift from the earth, and she had been told that the mud was a gift from the earth.

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Merle Foster, associated with a Queen's Park location, is shown in the illustration.

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Merle Foster, who was born in Toronto, has been working in the mud industry for many years. She has been told that the mud was a gift from the earth, and she has been told that the mud was a gift from the earth.

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Have You Enjoyed the Delicious Flavor of "SALADA" TEA

If NOT, you have missed a treat. Vacuum packed and scientifically sealed, "SALADA" is 100% PURE.

SO CLEAN AND DELICIOUS! JUST TRY IT.

Save Money FURS

Money CLOTH COATS on DRESSES

Hallam's Catalog

Showing 300 beautiful illustrations

It's FREE-WRITE FOR IT U-S-A-V

HALLAM BUILDING, TORONTO, CANADA

"Viyella" Unparalleled Fineline (Rugby)

may be compared in the price or made-up garments by its distinctive label. It is now possible to obtain the original "VIYELLA" in any part of Canada.

Hollan's

The World of Fine Linen

50c price

Get Rid of Your FAT Free Trial Treatment

Thousands of girls have built up a fresh, clear skin - by using these special treatments

Perhaps you feel that *your* skin is the kind that can never be really beautiful.

You are wrong! Give your skin the special care it needs, and you can make it what you will!

Each day your skin is changing: old skin dies and new takes its place.

By caring for this new skin in the right way, you can overcome defects that have troubled you for months, or even for years; you can gradually build up a *new* complexion—soft, smooth, exquisitely fresh and clear.

A special treatment for each type of skin

The right treatment for each different type of skin is given in the booklet, "*A Skin You Love to Touch*," which is wrapped around every cake of Woodbury's Facial Soap. (Three of these treatments—how to care for an oily skin, a sensitive skin, and a pale, sallow skin—are reprinted below.)

Every one of these famous Woodbury skin treatments is based on years of study and experiment. By using them, thousands of girls and women have brought about an improvement in their complexion that they never dreamed was possible.

Get a cake of Woodbury's Facial Soap today, and begin, now, to use the right treatment for *your* skin. It will be a revelation to you to see what just a few minutes every day of this special care will do for your complexion.

The same qualities that give Woodbury's its beneficial effect in overcoming common skin troubles make it ideal for regular toilet use. A 25-cent cake lasts a month or six weeks for regular use, including any of the special Woodbury treatments. Woodbury's also comes in convenient 3-cake boxes.

Three Woodbury skin preparations— each size—for 10 cents

For 10 cents we will send you a miniature set or the Woodbury skin preparations, containing

A trial size cake of Woodbury's Facial Soap
A sample tube of the new Woodbury's Facial Cream

A sample box of Woodbury's Facial Powder

Together with the treatment booklet, "*A Skin You Love to Touch*."

Send for this set today. Address The Andrew J. Davis Co., Limited, 7090 Sherbrooke St., Perth, Ontario. English Agents: B. C. Giffith & Co., 4 Ludgate Square, London, E. C. 4.



1—If *your* skin has a tendency to be *oily*, use treatment No. 1 given below.

Your skin probably belongs to one of these three types—Are you giving it the right treatment?

1. For an *oily* skin—

EVERY night before retiring, cleanse your skin by washing in your usual way with Woodbury's Facial Soap and lukewarm water. Wipe off the surplus moisture, but leave the skin slightly damp. Now, with warm water work up a heavy lather of Woodbury's Facial Soap in your hands. Apply it to your face and rub it into the pores thoroughly. Rinse with warm water, then with cold. If possible, rub your face for thirty seconds with a piece of ice.

2. For a *pale* sallow skin—

ONCE or twice a week, fill your basin full of hot water—almost boiling hot. Bend over top of the basin and cover your head with a heavy bath towel, so that no steam can escape. Steam your face for thirty seconds. Now lather a hot cloth with Woodbury's Facial Soap. With this wash your face thoroughly, rubbing the lather well into the skin with an upward and outward motion. Rinse the skin well, first with warm water, then with cold, and finish by rubbing it for thirty seconds with a piece of ice.

3. For a *sensitive* skin—

EACH night before retiring, dip a soft washcloth in warm water and hold it to your face. Now make a warm water lather of Woodbury's Facial Soap and dip your cloth up and down in it until the cloth is "dusty" with the soft white lather. Rub this lathered cloth gently over your skin until the pores are thoroughly cleansed. Rinse first with warm water, then with clear, cool water, and dry carefully.

Get a cake of Woodbury's Facial Soap today—begin your treatment tonight! Within a week or two days your skin will show marked improvement.



2—If *your* skin is of the *pale, sallow* type, use treatment No. 2 given at the right.

3—If *your* skin is *sensitive* and easily irritated, use treatment No. 3 given at the right.

WOODBURY'S FACIAL SOAP